S. No.	Name of the Post	Total Promotions
9.	OEM	*I*
10.	SM(F)	1
11.	M(F)	4
12.	DM(F)	8
13.	SO(A/cs)	6
14.	Sr. Acctt.	8
15.	GM(P)	1
16.	SM(P)	4
17.	DM(P)	7
18.	SO(P)	16
19.	Sr. Asstt.	14
20.	Asstt.	3
21.	Secy. & GM(Admn.)	1
22.	PS to CMD	5
23.	APS	8
24.	PA	3
25.	Sr. Driver	2
26.	Liaison Supdt.	1
27.	Liaison Coord. Asstt.	1
28.	Elect-cum-Plumber	1
29.	Record Keeper	2
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India as Tourism Destination

762. SHRI SITARAM KESRI: Will the Minister of TOURISM be pleased to state:

(a) whether Government propose to take some concrete steps to make India as a 'tourism destination' in the next millennium; and

(b) if so, the steps taken/proposed to be taken in this direction and the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.

(b) the following steps have been taken/proposed to be taken:

(i) Aggressive promotional measures to focus on cultural heritage as well as pilgrim tourism.

(ii) Extensive use of Information Technology measures to improve tourist information.

(iii) Use of direct promotional methods like mailers, etc.

(iv) New strategies to bring about focus in the marketing campaign such as:

(a) Laying stress on new market segments like NRI/ ethnic etc.

(b) Special promotional campaign promoting India in Summer/Monsoon months.

(c) Aggressive promotion of Yoga/Ayurveda for mental and spiritual health on the pattern of SPAS in Europe.

(d) Promotion of Explore India Millennium Year and Khajuraho Millennium celebration.

(v) Formation of Society called 'Destination India' in coordination with Travel and Tourism industry to promote India in Overseas Markets.

Development of Adventure and Eco-Tourism in Orissa

763. SHRI ANANTA SETHI: Will the Minister of TOURISM be pleased to state:

(a) whether the State of Orissa has vast potential for the development of adventure and eco-tourism;

(b) if so, the steps taken by Government during last three years to develop adventure and eco-tourism;

(c) the proposals mooted in that regard for Ninth Five Year Plan; and

(d) the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.